

THE

# QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS



U. S. INDUSTRY KEEPS NEWS EYE ON PARLIAMENT

John Christie (left), Berlin bureau chief for World News, unique foreign service for trade and technical journals, confers with Howard Whidden, foreign editor of *Business Week*, in shadow of London's Big Ben. Story on Page 7.

35 Cents

March, 1948

## Do You Know Where Any of These Men Are?

First Class mail sent to the last known address of the following members of Sigma Delta Chi has been returned by the postoffice as unclaimed. Please notify National Headquarters, Sigma Delta Chi, 35 E. Wacker Drive, Chicago 1, Illinois, of any addresses known to you. Names are listed by chapters, and will be continued in later issues of THE QUILL.

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# THE QUILL

A Magazine for Writers, Editors and Publishers

Vol. XXXVI

Founded 1912

No. 3

## An Expanding Field of Journalism

**T**WO articles in this issue deal with what for lack of a more precise term might be called the trade press. One tells how a major publisher of business and technical journals has established its own unique foreign service to supply its magazines with articles and background material. The other deals with a new sequence in the editing of house organs, offered students of journalism by a state college.

The news service operated by McGraw-Hill covers the world with ten bureaus and seventy full or part time correspondents. House organs by their very nature are the most localized of publications, aimed specifically as a rule at the employees of a single industrial plant or mercantile establishment. Yet both come under the term trade press.

This field of journalism has gone its way in recent decades, growing enormously in circulation and technical quality, without attracting much attention from the writers and editors of the daily and weekly newspapers. Its importance has been recognized by journalism curriculum makers, although many businesspaper editors protest that the recognition has been too little and too late.

One who has been vocal is Julien Elfenbein, editor of one group of the Haire business publications and author of the standard new textbook on the field. (Julien incidentally taught *THE QUILL* to say *businesspaper* in one word. If *newspaper*, he argues, why not *businesspaper*? In two years we haven't found an answer.)

**C**ERTAINLY newspapermen and radio newsmen tend to think of themselves, somewhat smugly, as the world of journalism. Straight publicists they recognize, because they deal with them and know many of them as old cityroom pals. Someone, they suppose, must edit all the trade magazines and newspapers and house and customer organs, but they know little about it.

A half hour's browsing in the periodical racks of a well supplied bookshop would open their eyes. There are magazines by the score, covering every conceivable business or industry singly or by groups and many trades and professions connected with them. Their format is frequently exceedingly slick and colorful and their thickness impressive evidence of the richness of their advertising fields. Editorial "know how" sticks out of their covers.

Many of these editors and writers are technical or business men turned trade journalist. Some—we might cite such able ones as Russell Andersen, editor of McGraw-Hill's news service, and Elfenbein—are old newspapermen who have found greener pastures. Daily newspaper experience has been that it is easier to make a specialist of a good reporter than it is to make a good reporter of someone already a specialist.

Here is a field for many of the young journalists now in college. It offers opportunities almost as varied as the whole American industrial and business scene. It may not have the romance of the newspaper city room—the celebrities or the wailing sirens of disaster—but it probably offers better pay and other comforts that we lump under the term "security."

One word of warning is needed. In an article on the businesspaper field in *THE QUILL* two years ago, Julien Elfenbein maintained that the trade press is read by people with a much higher level of intelligence than the daily press. The owners, managers and sales and production people who make up the bulk of such readership certainly know far more about the subject matter of a specialized publication than the average newspaper reader knows about the myriad topics of general news. When you tell a man how to run his business, you'd better be right!

## Can You Locate Any of These Men?

**L**IKE all organizations with large and far-flung membership, Sigma Delta Chi is plagued by inactive names on its rolls. Some of these are men who have changed their minds about practicing journalism, after campus election, and see no point in maintaining a connection that is no longer part of their lives. Many are simply people who do not answer their mail.

But there remains a large residue who are a completely unknown quantity at 35 East Wacker Drive. They are, as far as Uncle Sam's postoffice is concerned, lost. Undoubtedly, as far as their families and friends and bosses are concerned, most of them exist, but not for Sigma Delta Chi. We'd like to find as many of them as we can.

On the opposite page of this issue, *THE QUILL* begins a monthly listing of the missing. They will be named, by chapters, until all have been printed. If the missing men do not get Sigma Delta Chi mail they are not likely to see *THE QUILL* and find themselves. But all had classmates or other acquaintances (not to mention college alumni records) who should be able to help us. It will be appreciated.

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To present **FACTS . . . TRUTHFULLY . . . IMPARTIALLY.**



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## 2 Chapters Installed In Boston

**S**IGMA Delta Chi arrived in Boston with the installation of two chapters—the only New England undergraduate chapter, at Boston University, and a Boston professional chapter—Jan. 30. Both charters had been granted at the recent Washington convention.

Luther Huston, national president, formally installed the chapters and led a group of Boston Sigma Delta Chis in the initiation of thirty-three members of Benjamin Edes Association, undergraduate petitioners on the Boston University campus.

The group had petitioned several times before but granting of a charter was delayed during the war years. The initial professional chapter was composed of professional members whose own original chapters ranged from the University of Washington to Columbia.

The new professional chapter is headed as president by Tully Nettleton (Oklahoma '20), American news editor of the *Christian Science Monitor* and former national president of the fraternity; Wilbur Fisher (Kansas '16), director of the Community Fund, vice-president, and John Gleason (Northwestern '36), director of the university's division of journalism, secretary-treasurer.

Officers of the undergraduate chapter are Robert McKay, president; Paul Lyons, vice-president; William Shay, secretary, and Joseph Robinson, treasurer. The initiation and dinner were held in Hampshire House on Boston's Beacon Street.

It was President Huston's second installation in a few weeks. He had recently installed another of the chapters chartered at Washington at the University of Miami, Fla.

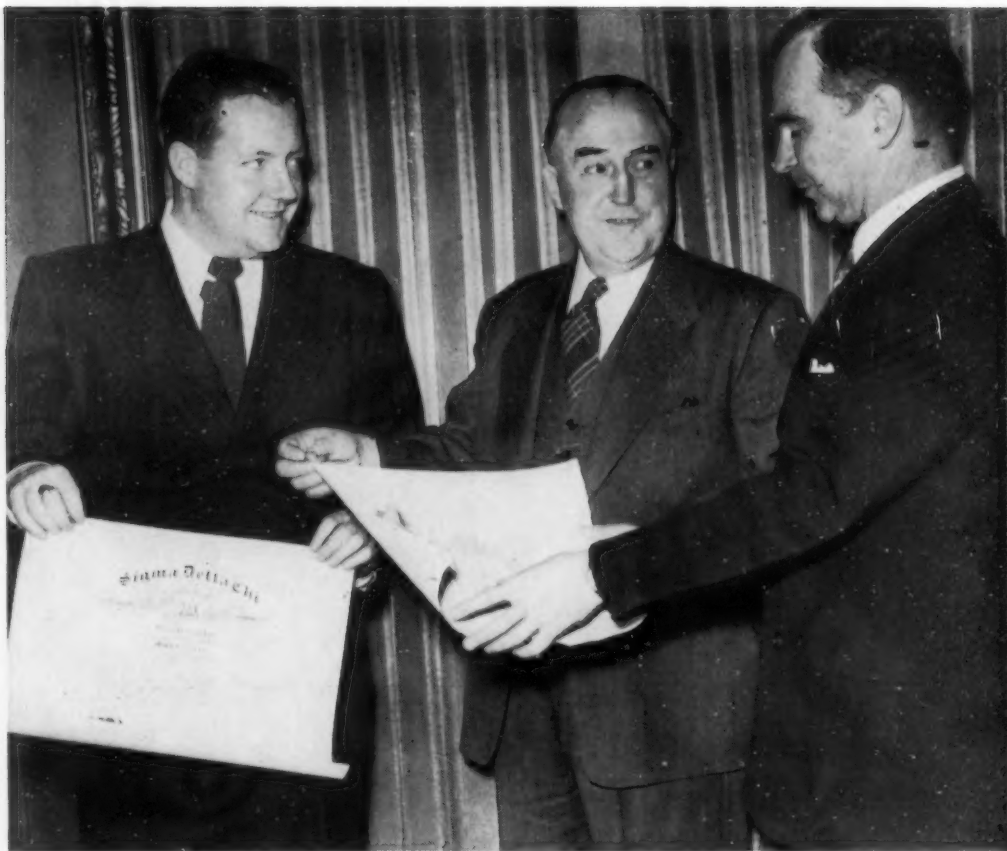
In his address following the dinner, President Huston took the three precepts of Sigma Delta Chi—talent, energy and truth—and illustrated them by discussing the Washington newspaper corps in which he serves as manager of the New York Times bureau.

He paid especial tribute to the reporters who cover the nation's capital. He declared that newspaper readers are fortunate in the high caliber of the men who report the Washington scene. And, he added, there is plenty of talent in government itself, despite bureaucracy and political chicanery.

"The American people," he said, "are not anarchists. They want to be governed. The tendency is towards more government. The people continually ask the state to do more for the citizens. Sometimes I think the citizens are in almost constant march on Washington through the pressure groups there . . ."

"But the government is run by the people you choose to run it. If you want government and want it to be good, look for talent. When you find it, keep it and reward it. If you send talent to Washington—that is, talent for government—it will blend in with the journalistic talent . . . Government officials and newspapermen often work together very closely for the solution of governmental problems."

THE QUILL for March, 1948



**TWO NEW CHAPTERS LAUNCHED**—Bob McKay (left), president of the Boston University chapter, and Tully Nettleton (right), president of the Boston professional chapter and former national president of Sigma Delta Chi, receive charters from President Luther A. Huston.

Washington reporters, he continued, live up the precept of energy. They "dig and dig and dig." "I don't believe there is a harder working crew in any business and there isn't a night," he added, "that countless reporters in Washington don't stay on the job long after normal quitting time and go home to cold dinners and often to angry wives."

As for truth, he pointed out that a paper's editorial thinking whether liberal or conservative, usually represents its editors' opinions and not sinister pressures from without. "As for news," he added, "in 35 years of writing and editing news in Europe and Asia and in the United States not once has any evil capitalist or furtive purveyor of subversive doctrine ever tried to compel me to write or print what he wanted me to."

Among the professional members present, in addition to those elected officers, to form the professional chapter were:

William Gentry—(Michigan '31), President Massachusetts Industrial Editors Association.

Lawrence Goldberg (Columbia '26), Boston Post.

Aaran Sternfield (No. Dakota '46), Fishing and Hunting Magazine.

Steele Lindsey (Washington '20), city editor, Boston Herald.

John Bunker (Pitt '35), Monitor.

George Van Horne (Wisconsin '43), publicity director for University of Massachusetts.

Byron T. Elliott (Indiana '20), vice-president John Hancock Insurance Co.

Nelson M. Jansky (Wisconsin '26), music critic.

Louis A. Zaner (Cornell '22).

Robert Hennemuth (Syracuse '40), instructor B. U. division of journalism.

Martin Powers (Minnesota '32), Boston American.

The undergraduates initiated to form the first chapter were: Charles Ajamian,

Robert Baram, Edmund Blinn, Paul Brown, Gerald Cabitt, Francis Condron, Henry Corrow, Lawrence DeBurro, Edward Faivre, Leon Fox, Richard Gordon, William Gorski, John Johnson, Thomas Kenvin, Fred Kiamie, Mark Koven, Paul Lyons, Donald Marley, Robert McKay, Alexander MacLeod, George MacLeod, James McLaughlin, Lawrence Morrow, John O'Rourke, Paul Pollock, Joseph Robinson, William Shay, Elwyn Silverman, George Towns, Robert Von Bergen, William Weir, Jerrold Winer, Thornton Wood.

## Three Chapters Meet at San Francisco

**A**TENTION centered on the editorial page here when three Sigma Delta Chi chapters met in the San Francisco Press Club with a self-confessed novice and two veterans as speakers.

Thomas G. Lanphier (Stanford Professional '48) admittedly more experienced in war than in newspaper work, before he became the managing editor of the Boise (Ida.) Statesman, saw certain advantages for the newcomer to editorial page jurisdiction. Lanphier returned from an Army Air Force career that included membership in the party of four P-38 plane pilots who shot down Japanese Admiral Yamamoto.

The other speakers were Frank A. Clarvoe (Stanford Professional '48), editor, San Francisco News, and Templeton Peck (Stanford '29), editorial writer of the San Francisco Chronicle, recently returned from the American Press Institute's editorial writers' seminar at Columbia University. Dr. Chilton Bush (Wisconsin '25), head of the Stanford Uni-

[Continued on Page 11]



**FUTURE EDITORS OF HOUSE ORGANS**—An advanced class meets in the new journalism building at Oklahoma A. & M. Left to right—Clayton Anderson, author of this article; Marquettea Griswold, graduate fellow; Prof. Clement E. Trout, department head; Joe Hodges, Sigma Delta Chi president at A. & M.; Holmes Carlisle, Wandaalee Hinkle, college daily editor, and Austin Weedn.

## House Organ Editors Go To College

By CLAYTON ANDERSON

**W**ITH an increase of house organs to a new total of 6,000 in 1947 in comparison with 1,000 in 1941, as reported in a recent issue of *The Inland Printer*, a new field of journalism is becoming well established and at least one college has a four year curriculum in industrial journalism.

The department of technical journalism at Oklahoma A. & M. has arranged a program to fit beginners and advanced journalists. A regular student can take the four year program leading to specialized preparation in this field and a B. S. degree. Those who already have a degree can take a year of graduate work with emphasis on industrial journalism and receive an M. A.

Those who want a few specific courses, like Samuel McIntyre of Pittsburgh, Pa., can register as special students and choose their classes to fit their individual needs. McIntyre, formerly president of an eastern coal company and an ex-army major, wanted special writing courses so that he could put ideas and experiences in the coal business on paper for others to read.

A story in the *Chicago Sun* estimated

U. S. industry is in the publishing business to the amount of \$50,000,000 annually. Six thousand industrial plants and commercial institutions are publishing house magazines and newspapers having an aggregate circulation of 40,000,000 a month. This is big business and the field is far from fully cultivated.

**T**HE course at Oklahoma A. & M. has the approval of the education committee of the National Council of Industrial Editors and of the Southwestern Association of Industrial Editors.

Just what is the difference between this and the regular editorial curriculum?

Quite a lot. Industrial employers want their house organ editors well grounded in business. To fill this need courses in marketing, finance, business law, economics, labor relations, personnel management, statistics and business psychology are offered.

In addition to the usual basic journalism courses, the school prepares you for the house organ field with courses in editing publications, house organ editing, publications production, typography, feature writing, specialized reporting, public relations and technical news writing.

In other words you are given the basic

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**E**EDITORS of house organs are happy at their work, a recent survey by the Industrial Editors Association of Chicago indicated. Nearly three-fourths of them said yes when asked: "Can your ambition be realized in your company?"

Oklahoma Agricultural & Mechanical College is among the pioneers in making future house organ editors still happier by offering specialized training for the field, now grown to some 6,000 publications.

Clayton Anderson, a graduate of the University of North Dakota and a member of Sigma Delta Chi there, tells what Oklahoma A. & M. is doing to turn out industrial editors. He is a graduate fellow at Stillwater this year, working for his master's degree.

An infantry veteran who fought in Italy, France and Germany with the 36th Division, collecting a series of battle stars and an oak leaf on his Purple Heart, Clayton was sports and summer editor of the campus newspaper at North Dakota and has worked for Acme Newspictures in Chicago.



## Inland Awards

# SDX Names Papers for Typography

**W**INNERS of the Ninth Annual Typography Contest sponsored by the Northwestern University chapter of Sigma Delta Chi for the Inland Press Association were announced at the midwinter meeting of the Inland in Chicago last month. The chapter conducts the contest for the Inland, more than a quarter of whose membership, a total of 110 newspapers, competed.

First place winners in five classes based on circulation were the Chicago *Daily News*, the Appleton (Wis.) *Post-Crescent*, the Rochester (Minn.) *Post-Bulletin*, the Watertown (S.D.) *Public Opinion* and the Columbia (Mo.) *Missourian*. Four others were named in each class.

At the same meeting of the Inland, an association of more than 400 daily newspapers in eighteen states from New York to Wyoming, winners were also announced of the Minnesota Awards to Midwestern publishers, made for the first time this year by the school of journalism of the University of Minnesota for distinguished service. The contest will continue each year. Winners were Stuart H. Perry (Michigan Professional '23), publisher of the Adrian (Mich.) *Daily Telegram*, and Emanuel P. Adler, publisher of the Davenport (Iowa) *Democrat and Times*.

Judges of the typography contest were Walter Howe, director of design and typography, R. H. Donnelly & Sons, Chicago; George W. Speyer, manager of the technical production department, J. Walter Thompson, Chicago, and Charles L. Allen, research director and assistant dean of the Medill School of Journalism at Northwestern. The awards were presented by Prof. Albert A. Sutton, who has directed the contest for the Northwestern chapter for six years.

The chapter started the contest nine years ago to interest Inland member papers in improving layout. It has grown to national interest. Three consecutive issues of a paper, from dates selected by an Inland committee, must be submitted before judging time.

Scoring is based on head dress, body dress, advertising typography, general makeup, and press work, 20 points each. Certificates of award go to the first three winners in each group, and honorable mentions to the others. Each first place winner receives a plaque that rotates after a year. The chapter furnishes all the awards.

**W**INNERS of this year's awards by class were:

Class A (Up to 5,000 Circulation)—first, Columbia (Mo.) *Missourian*; second, Mexico (Mo.) *Evening Ledger*; third, Monroe (Wis.) *Evening Times*; honorable

CHICAGO DAILY NEWS  
An Independent Newspaper  
50 CENTS  
RED STREAK

# TRUMAN SUMMONS CONGRESS

## 1.—Urges Curb on High Prices 2.—Speeds Plan to Aid Europe

**Refused Red-Tinted Roles, Gary Cooper Tells Film Quiz**  
**Other Stars Also Testify, Draw Throng**

**Dry Era Mob Boss Slain**  
**Leach Tells Story Behind His Boom**

**Session Set for Nov. 17**  
**President to Go On to Tennessee**

**Britain Bans U.S. Tobacco**

**Slayer's Wife Wins \$5,000 In Dram Suit**

**Three Divide Nobel Prize On Medicine**

**Fire Sweeps Surplus Depot**

**Today's Chronicle**

**TRUMAN'S NARRATIVE**  
It's Just a Story Of a Sailor and Girl—But It's Different  
He's Typical Healthy Yank, She's a Kid Mouthin' Quits

**DRY ERA**  
Mob Boss Slain  
Leach Tells Story Behind His Boom

**BRITAIN BANS U.S. TOBACCO**  
The President, for President Truman, is expected to go to Tennessee in 1948. The President is expected to go to Tennessee in 1948. The President is expected to go to Tennessee in 1948.

**SLAYER'S WIFE WINS \$5,000 IN DRAM SUIT**  
The wife of a man who was killed in a dramatic performance has won a \$5,000 suit. The wife of a man who was killed in a dramatic performance has won a \$5,000 suit.

**THREE DIVIDE NOBEL PRIZE ON MEDICINE**  
Three men have won the Nobel Prize for their work on medicine. Three men have won the Nobel Prize for their work on medicine.

**FIRE SWEEPS SURPLUS DEPOT**  
A fire has broken out at a surplus depot. A fire has broken out at a surplus depot.

**TODAY'S CHRONICLE**  
A list of events for the day. A list of events for the day.

**A WINNING PAGE ONE**—One of the front page layouts that helped win the Chicago Daily News a first place in the Northwestern chapter's contest for Inland Press members.

mention, International Falls (Minn.) *Daily Journal*, and Albion (Mich.) *Evening Recorder*.

Class B (5,000 to 19,000 Circulation)—first, Watertown (S.D.) *Public Opinion*; second, Winfield (Kan.) *Daily Courier*; third, Hibbing (Minn.) *Daily Tribune*; honorable mention, Peru (Ind.) *Daily Tribune*, and Greeley (Colo.) *Daily Tribune*.

Class C (10,000 to 25,000 Circulation)—first, Rochester (Minn.) *Post-Bulletin*; second, Iron Mountain (Mich.) *News*; third, Champaign-Urbana (Ill.) *Courier*; honorable mention, Freeport (Ill.) *Journal Standard*, and Alton (Ill.) *Evening Telegraph*.

Class D (25,000 to 75,000 Circulation)—first, Appleton (Wis.) *Post-Crescent*; second, Pontiac (Mich.) *Daily Press*; third, Bloomington (Ill.) *Daily Pantagraph*; honorable mention, La Crosse (Wis.) *Tribune* and Decatur (Ill.) *Daily Review*.

Class E (Over 75,000 Circulation)—first, Chicago *Daily News*; second, Duluth

*News-Tribune*; third, St. Louis (Mo.) *Globe-Democrat*; honorable mention, Duluth *Herald*, and St. Paul *Dispatch*.

**C**ERTIFICATES were presented to the winning publishers in the Minnesota contest by Dr. Ralph D. Casey, director of the school of Journalism. Minnesota journalism faculty members chose the winners from among candidates submitted by the Inland. Recipients must be persons who have given unusual service to journalism over a period of years.

"The award is intended to recognize distinguished careers rather than simple achievements of a spectacular nature," Dr. Casey said. "Eligible journalists are those who, through practice of their profession, have achieved the status of leaders in community, state and nation, and who have exercised this leadership in a constructive way for the common welfare."

Perry, 72, has been a director of the [Concluded on Page 15]



**TRACES AN IDEA ON THE MAP**—John F. Chapman, McGraw-Hill vice-president, conceived World News service for his firm's business and technical magazines, and it is under his administrative direction. He now serves as publisher of three foreign-distributed magazines.

**T**HE foreign desk of the Associated Press phoned the other day. There had been a mixup in cables. A message from the London Bureau of McGraw-Hill World News inadvertently had been delivered to the AP. "Guess the cable belongs over in your shop," said the deskman. "Least it's addressed to you. But the text doesn't make sense."

The AP man spelled it out. Little wonder he was puzzled. The message reads: "BDISR DEVELOPING ELECTRONIC NUMERAL INTEGRATOR COMPUTER CUMHIGHER MEMORY STORAGE SEVENTYFIVE THOUSAND DECIMAL DIGITS COMPARED UNISTATES ENIAC TWOHUNDRED. HOW MUCH QUARK"

"Thanks," I said. "Sounds like a good story." There was a pause at the other end of the line.

"Story!" he blurted. "You mean *that's* a story?"

I explained London was querying on how much we wanted on a newly-developed automatic computing engine.

"Okay," he said skeptically. "I'll take your word for it. But, tell me, just what kind of news service are you running over there? . . ."

That's a question that newsmen toss at us quite frequently. Matter of fact that's the reason THE QUILL asked if we'd rap out this piece, and give the inside pitch on World News—the only specialized global news network of its kind.

**P**ROBABLY a lot of daily newspapermen and editors have never heard of World News—since it is privately op-

erated by McGraw-Hill for the exclusive use of its own 35 technical, business, and scientific magazines. In size, however, it is not far behind the foreign service of the major press associations. Ten bureaus are staffed overseas. Coverage is augmented by stringers in 60 other cities. Magazine pieces roll in at the rate of 300 a month.

Most readers are probably acquainted with the 27 domestic and eight foreign

**T**HE orthodox foreign news assignment, in these ideological days, presents headaches to make a seasoned veteran quail. But most newspaper stories, whatever their dateline, deal with people or with political and economic matters comprehensible to one who has cast a vote or made out a tax return. How would you like to be in Berlin or Bombay covering "cavitation erosion" or "sinusoidal potentiometers"?

The Quill doesn't know what they are either. But they are part of the day's work for Russell F. Anderson, former daily newspaperman and press association correspondent who now heads McGraw-Hill's World News, a unique foreign service for the big publishing firm's string of business, technical and scientific magazines. As editor, he has helped build it up from scratch to ten foreign bureaus and 70 full or part time correspondents in two years.

Russell returned from Pacific Naval service with the rank of lieutenant-commander to join McGraw-Hill and help set up World News. Before Pearl Harbor he had worked on city desks in Detroit and Pittsburgh and International News Service bureaus in Chicago and New York. He went abroad for INS in 1938, returning for his Navy commission. A graduate of the University of Michigan, where he was elected to Sigma Delta Chi, he studied further at Northwestern, Pittsburgh and London University.

## Assignment—Sinusoidal

# Foreign News For Trade Jobs

By RUSSELL F. ANDERSON

magazines that make up the McGraw-Hill group. With a few exceptions, they are highly technical, and cover a broad and diversified segment of business and industry. Providing copy for such specialized publications—with exacting technical requirements in all fields—is a king-size editorial headache. The World News cable that puzzled the AP deskman is no exception; it's the rule.

A foreign correspondent on the World News roster has to double in brass as an expert in a couple dozen fields. One day he has to whack out a piece on selecting alloys to resist cavitation erosion. The next day it may be a yarn on centrifugal compressors. The next on new construction super-compactors. Or perhaps an economic interpretation of the effect on business of nationalization of an industry.

If you can imagine yourself tackling that many varied technical subjects in a single week you can get a pretty good idea of what World News reporters are up against. There's no doubt but they hold down some of the world's toughest reporting jobs.

World News has just rounded its second year. It started with the London Bureau. Offices are now maintained—in addition to the one in London's Aldwych House—in Paris, Berlin, Moscow, Stockholm, Bombay, Tokyo, Rio de Janeiro, Buenos Aires, and Melbourne. The supplementing 60 stringers are strategically spotted around the globe.



*sinusoidal Potentiometer!*

## News Service Journals

THE man behind World News is John F. Chapman (Grinnell '24), vice president of the McGraw-Hill International Corporation, who conceived the idea of a specialized news service when he was foreign editor of *Business Week*.

The decision of the company to create an international news-gathering organization was made during the war when it became evident that the U. S. was destined to play an increasingly important role in world affairs and that American business and industry would have a more lively concern than ever before on what was going on overseas. Actual organization didn't begin until the end of the war.

The biggest problem in getting World News underway was locating personnel. Hiring strictly technical writers was out of the question. Just because a man was an expert at turning out pieces on textile engineering didn't give him an edge in the automotive, chemical, economic, or any of the other McGraw-Hill fields of interest. Thus it was decided that the best bet was to staff World News with top-flight newspapermen—seasoned reporters who had proved their ability at handling the fast-changing requirements of the city or foreign desk. The theory was that a well-trained journalist, given the proper training, could unearth facts about sinusoidal potentiometers in the same way that he could tackle a homicide case.

The reportorial problem was basic. But in addition to finding good all-around newsmen, it was necessary to tap those who also had engineering or economic background. Finding staffers who could combine these requirements, in addition to being bilingual in the country of their assignment, was a slow job. And once they were located, a special three-months training course had to be given them.

A few non-journalists have been taken on—economic experts—to round out the staff. For example, the newest World News addition is Randle Elliott (Westminster and Harvard), a top specialist in Europe's economic problems, who left his post as administrator of the Washington Bureau of the Institute of International Education to work for World News.

Typical of the type of newsmen hired is Joseph K. Van Denburg Jr., (Dartmouth & Columbia). Before heading the Bombay bureau of World News, Van Denburg worked as a reporter on the *Miami Herald*, served as editor of the *Ft. Lauderdale, (Fla.) News*, spent three years as assistant city editor of the *Washington Evening Star*, and was on the editorial staff of *Aviation News* when World News lured him over.

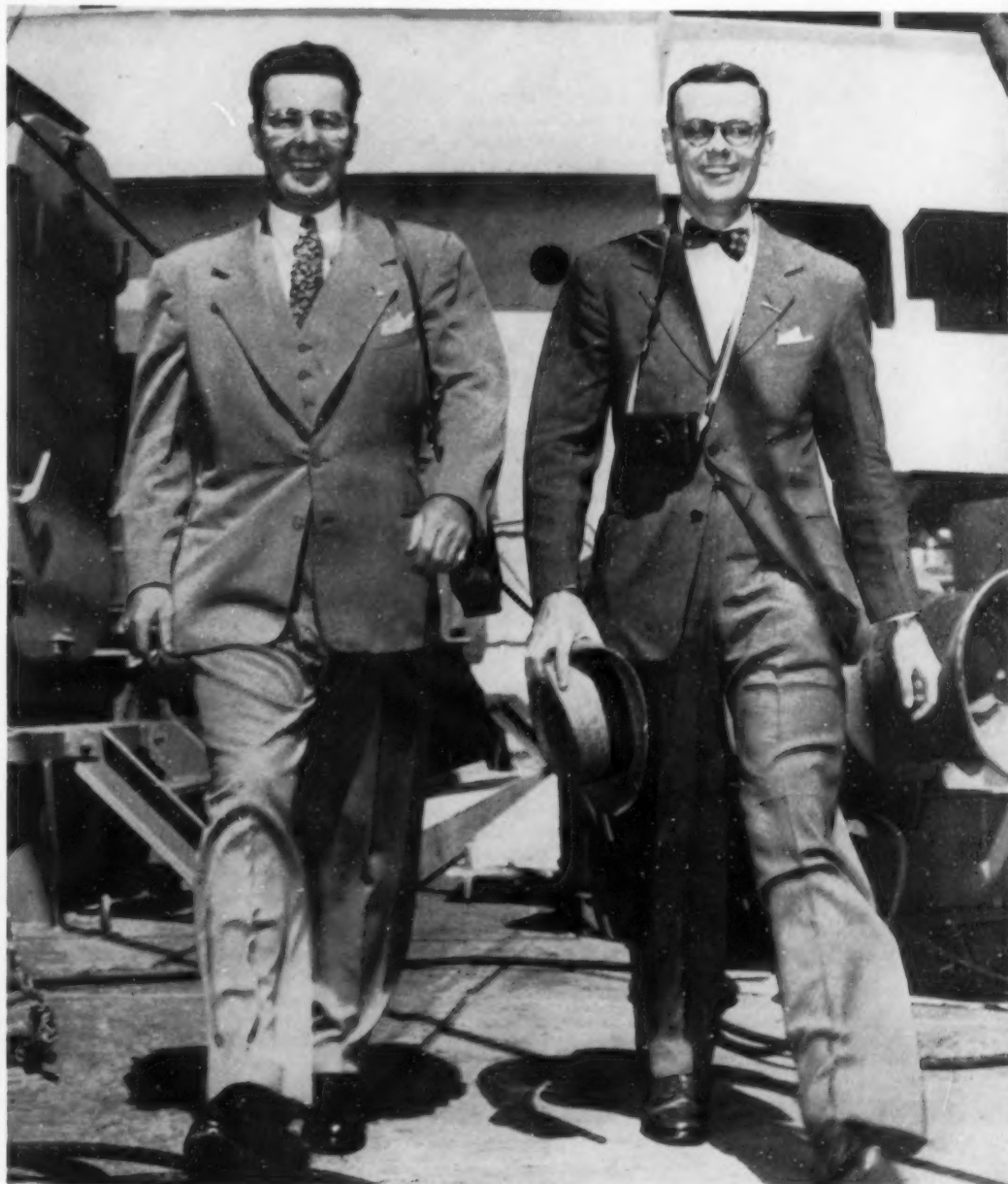
Fred Brewster (Oberlin), veteran newsman and industrial reporter, heads the London office. Michael Marsh (Swarthmore and Columbia), former economist with the Federal Reserve Board, holds

[Continued on next page]

THE QUILL for March, 1946



FROM PERU TO INDIA—Even the boss travels for World News. Above, Russell F. Anderson (right), editor of the service and author of this article, interviews President Jose L. Bustamante of Peru. Below, Alpheus "Bill" Jessup (left), who heads the Tokyo bureau, meets Joseph K. Van Denburg Jr., Bombay chief.



# World News

[Concluded from Page 9]

down the Paris spot while John Christie (Boston University, University of Kentucky, and Northeastern University), a former Stars and Stripes, runs the Berlin bureau.

Heading the Buenos Aires bureau is John Wilhelm (University of Minnesota), who recently left the foreign staff of the Chicago Sun to take the World News post. Rio de Janeiro chief is Henry Bagley (Rutgers), former veteran European and Latin American AP correspondent. Alpheus "Bill" Jessup (Lehigh), who headed the China edition of Stars and Stripes, runs the Tokyo bureau while Herbert Leopold holds down Melbourne.

**C**OPY handling, because of the volume, is patterned pretty much after that of a press association. The technical and complex nature of the material, however, calls for close liaison between the magazine editors (there are 292 of them) and the foreign news desk of World News—a much closer and continuing contact than ordinarily exists between the news agency and client.

Although copy handling is patterned after press association operation, the similarity ends right there. The AP, INS, or UP foreign desks can take a 50-word cable from abroad, and by skillful use of their files, turn out a story. WORLD NEWS editors—because of the technical nature of the copy—can not do this. Most stories must be complete in themselves.

Ninety per cent of all WORLD NEWS copy is handled by airmail. Ten per cent, or less, is cabled. The length of WORLD NEWS copy makes it prohibitive to cable. Also, since most of the service is channeled to monthly publications, the same urgency of handling that exists on a newspaper desk does not enter the picture.

**P**ERHAPS the best way to understand how we function is to take a typical recent assignment—

Michael Marsh in Paris queried New York on the fact that the huge Renault plant had completed their postwar retooling—introducing new factory and machining techniques. This was of potential interest to five McGraw-Hill magazines—Product Engineering, Business Week, American Machinist, The American Automobile, and The Machinist (Published in London).

Conferences in New York with the editors followed. Product Engineering editors were interested in the new design aspects of the machinery. American Machinist and The Machinist were interested in the production techniques and how they were working out. The American Automobile was interested in an over-all report. So was Business Week.

Five separate assignments were sent to Marsh—highlighting the requirements of each publication. A couple weeks' work followed in the Renault plant. Interviews with designers, engineers, and production men brought out the full story. A photographer was then assigned to get the necessary pictures. This was augmented with design drawings and plant layout plans.

Result: Five special stories running several thousand words each; approximately 30 photographs and a dozen drawings. In New York (and London), the copy was reprocessed by the specialty editors on



**WORLD NEWS IN PRINT**—Tear sheets from McGraw-Hill magazines indicate the variety of technical and business stories covered by the service's overseas correspondents.

each publication, who injected additional necessary technical explanations, or eliminated any inaccurate technical interpretations made by the correspondent.

**I**CAN readily visualize the reader's wondering why McGraw-Hill bothers to blanket the world with correspondents and run down this type of copy. It is obviously a costly operation. And a logical question would be: Isn't there enough industrial, technical, and business news right here in the U. S. A.?

First off, it must be pointed out that McGraw-Hill is pioneering. No other publisher has tackled the gigantic job of reporting technical and scientific developments on a worldwide scale. Results from the first two years of operation indicate that a tremendous amount of things are going on abroad that are of prime interest to American business.

Getting down to actual cases—did you know, for example, that the Russians had discovered a method of underwater tempering of steel surfaces by high frequency current? That the Swiss had perfected

a method of printing on fabrics by a new offset method? That the Mexicans hit upon a new way of prefabricating concrete buildings? That French engineers had finally found a way to solve stress in designing an all-aluminum car?

To American businessmen and engineers, alert to new developments, the yarn on a new sinusoidal potentiometer may be of greater interest than the fact that some misguided fanatic from Poona shot Gandhi.

World News operates independently, and under different editorial direction, from the domestic news bureaus of McGraw-Hill (maintained in Washington, Chicago, Cleveland, Atlanta, Detroit, Houston and San Francisco). Liaison is, however, kept between the two services.

McGraw-Hill has done no outside promotion of its World News setup—which may explain why, despite the extent of its coverage, it is little known except to the newsmen directly concerned with its operation. Company policy has been to develop the news network quietly and let the magazines reflect its effectiveness.

THE QUILL for March, 1948



# House Organ

[Concluded from Page 6]

fundamentals in this fast expanding new field which will prepare you for an editing job. One of the main attractions has been a higher rate of pay.

One of the largest libraries of industrial magazines in the country has been built up and is being enlarged daily.

**"INDUSTRIAL Editing"** would be defined as the publishing of magazines sponsored and issued by companies or organizations for their employees, customers, and other groups they wish to reach. These magazines are not designed for general circulation but rather for a specified audience. Their purpose is to sell the company or organization to the readers.

The purpose then is public relations—to help employee-employer relations. The magazine interprets the company to the employees. No other medium has been as successful as the house organ in achieving this purpose. E. I. duPont de Nemours publishes seventy-five different house magazines. General Electric, Sears Roebuck and the Aluminum Company of America each have eleven.

A recent survey among employers and employees in what they considered the most essential part of a house organ showed content as the Number One factor by a large margin. This means that editors of these publications must have a good background both in business and journalism. The course at Oklahoma A. & M. is designed with this in mind.

Instructors are practical as well as teachers of theory and background. Included in the faculty at Oklahoma A. & M. is Clement E. Trout, a national leader in the industrial journalism field and the "dean of America's house organ editors." Dr. Richard E. Eide and James C. Stratton are both experts in their field.

**E**ACH year a short course for industrial editors is offered where "shirt sleeve" sessions give the participants actual house organ experience. Last year's session was under the direction of Howard Marple, editor of *Monsanto Magazine* and public relations director of Monsanto at St. Louis, and Jack Shannon, production editor of the Humble Oil and Refining Company.

A job placement service in the industrial field is operated under the direction of Trout which places qualified men and finds men with certain qualifications as set up by different concerns. The service is gratis.

The program was patterned after consultation with leading editors and representatives of management who publish magazines. It contains the essentials required for those going into this new field.

The sudden spurt in house organs was attributed to the war and with the closing of many war time industries the number of such publications was expected to drop. The result was quite the opposite. Newly organized industries and many of the older ones, realizing the significance of the house organ in their business, have increased the number of publications to an all time high.

For those who desire the job of putting out a magazine from the ground up, writing to editing to makeup, the industrial journalism field offers advantages, both editorially and remuneratively. The field is young, the rewards are good.

THE QUILL for March, 1948



**CARTOONIST RECEIVES AWARD**—Dorman H. Smith (right), NEA political cartoonist is congratulated by Carlton E. Matson, associate editor of the *Cleveland Press*, as Matson presents him with Sigma Delta Chi medallion and plaque at a Scripps-Howard editors' dinner in Cleveland.

**D**ORMAN H. SMITH, veteran NEA political cartoonist, received Sigma Delta Chi's bronze medallion and plaque for the best work in his field during 1946 at a dinner in Cleveland late this winter. The presentation was made by Carlton E. Matson, associate editor of the *Cleveland Press*, during the annual Scripps-Howard managing editors conference.

Judges of cartooning for the fraternity's achievement awards praised Smith for

his consistently high level of performance during the year. They named three cartoons—"Tit for Tat—or All's Fair in Politics," "Inflation" and "Something Always Takes the Joy out of Life"—as specific subjects for the first place honor.

A self-taught artist who free-lanced for years while working in machine shops before landing his first full time newspaper job, Smith has used his pencil for the NEA and for papers in New York, Chicago and San Francisco for nearly 30 years.

## Chapters

[Continued from Page 5]

versity division of journalism, was moderator.

All speakers agreed the purpose of the editorial was to arouse readers to intelligent action. Clarvoe urged editors to "get mad about things," and defined the chief objective of all journalism as "to make people think."

Peck said he had gained a true appreciation of the thought and intelligence which goes into the nation's editorial pages by his associations with the group at Columbia. The group there clearly dissipated any theory one might have that "dotards" prepare editorials, he added.

Lanphier, who was handed a "dream assignment" of directing the editorial page of the *Statesman* with the simple instruction to "write what you think," said the newcomer to editorial pages has the advantage of being without preconceived beliefs.

Harold Turnblad, of the *Associated Press*, president of the San Francisco pro-

fessional chapter, extracted the Yamamoto story from an unwilling Lanphier at the meeting's close. Delegations were present from the University of California and Stanford chapters. Lanphier and a group of Stanford undergraduates were initiated.

## Baylor Initiates Texas Newspapermen

**F**IVE professional and five undergraduate members were initiated recently by Baylor University's Sigma Delta Chi chapter. Speaker for the ceremonies held later in the Roosevelt hotel in Waco, Tex., was Dave Cheavens, former editor of the *Baylor Daily Lariat*, now head of the capital bureau of the *Associated Press* in Austin, Tex.

The professional initiates were Byron Ellis, chairman of Baylor's journalism department; Tommy Turner, Central Texas correspondent for the *Dallas Morning News*; Harry Provence, managing editor, Sam Wood, assistant editor, and James Knight, Central Texas correspondent for the *Waco News-Tribune* and *Times-Herald*.

## Editor-Cartoonist Busy SDX Chapter President

By WILLIAM W. BROOKS

(This sketch of a busy Sigma Delta Chi was contributed by a friend, William W. Brooks, another 1947 member of the Indiana chapter now with the Plumbing and Heating Industries Bureau in Chicago.)

**T**HERE may be more active undergraduate members of Sigma Delta Chi than Doan Helms Jr., 27-year-old senior at Indiana University, but few can match his record in sheer variety of college journalistic ventures.

Married and the father of a two-year-old son, Helms was recently elected president of the Indiana chapter of Sigma Delta Chi. He has been instrumental in the success of the new campus humor magazine, *The Crimson Bull*, sponsored by that undergraduate chapter.

In addition to handling all promotional work for *The Crimson Bull*, Helms contributes cartoons to the magazine as well as providing many promotional posters for different campus dances, rallies, elections, etc.

Before enlisting in the Marine Corps in 1942, Helms picked up the basis for his drawing at an art school. Finding little opportunity for artistic creation in South Pacific campaigns, he vowed he would take advantage of the G.I. Bill after the war and see if he could "find" himself in the complex post-war world.

**D**ISCHARGED from the Marines with a disability pension, Helms enrolled at Indiana University and soon decided journalism was his niche. He was first reporter, then associate editor of the *Indiana Daily Student*, I. U.'s daily newspaper, taking delight in special features in which he usually subordinated the facts to the

human and humorous aspects of college life. He found he could write as well as sketch the doings of Joe and Josephine College.

He was appointed managing editor, then editor-in-chief of *The Date*, forerunner of *The Crimson Bull*. Last Spring Pic magazine chose him as one of their college correspondents and published a picture of him and his family in a special college story describing the activities of these campus journalists.

At present, aside from (1) taking courses in journalism, photography, and history, (2) heading Sigma Delta Chi activi-



**A BUSY STUDENT**—Doan Helms Jr., ex-Marine and Indiana chapter president, at his drawing board.

ties, (3) drawing cartoons and posters, (4) writing short stories, and (5) helping his wife raise their young son, Helms is a man of leisure.

Except, of course, when he's working on plans for the Junior Prom in April. He's chairman of that.

Horace B. Barks (Northwestern '47) has been appointed editor of the *Grocer's Digest*, monthly trade magazine circulating among 15,000 independent retail grocers. Barks won his master's degree in journalism in 1947 and formerly was on the publications staff of the Portland Cement Association.

Joseph C. Carter (Syracuse Professional '45), assistant professor of journalism at Temple University, has been named advisory editor of *Scholastic Editor*. This monthly periodical is the official organ of the National Scholastic Press Association and the National Association of Journalism Directors.

## Student Feature Writers Printed In Sunday Paper

**F**EATURE writing classes at the University of Miami, where a chapter of Sigma Delta Chi was installed recently, were given opportunity to market their articles jointly when the *Miami Daily News* devoted an entire Sunday Magazine to the university.

Regular rates were paid, and each manuscript was judged on its merits by Howard Smith, *News* Sunday magazine editor. Except for fashion, agriculture, and decorating notes, the student-writers provided all copy for the issue.

Subjects covered included an analysis of the economic future of South Florida, a humorous history of early Miami, antics of the flamingo, a study of the neighboring town of South Miami, a picture-story on a local telephone-answering service, and life on the Florida key village of Craig. Book reviews were handled by the literary criticism class.

Members of the class have previously sold articles to national publications including the *New Yorker*, *Christian Science Monitor*, *Tropical Mariner*, *Woman's Day*, *Mademoiselle*, and various trade magazines.

Phil Sanders, one of the first to enroll in the new agricultural journalism sequence at Kansas State College, will be a field representative for *The Stockman* after his graduation this Spring. The magazine covers the livestock industry in Southern and Eastern states.

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THE QUILL for March, 1948





Earl M. Hoff

## Quits City Desk For News Bureau at Indiana U.

**A**PPPOINTMENT of Earl M. Hoff (Indiana '37), assistant city editor of the *Indianapolis Times*, to the staff of the Indiana University News Bureau with the title of editor is announced by Director E. Ross Bartley (Indiana '16).

Hoff, a native of Indianapolis and alumnus of Indiana University, will have charge of the news and information services of the News Bureau. As a student, he was editor of the *Daily Student*, campus newspaper, and associate editor of the *Arbutus*, student yearbook.

He received his degree in journalism in 1938 and joined the editorial staff of the *Indianapolis Times* where he remained until 1941 when called to active duty in the army as a first lieutenant. He was sent to the Pacific as a member of the first combat correspondent team. Later as a major he served under General MacArthur in the public relations office in the Southwest Pacific Area general headquarters.

Returning to newspaper work in Indianapolis in 1946 he was made assistant city editor of the *Times*.

Robert B. Mitchell (Georgia '45), has become managing editor of the *Southern Funeral Director* and associate editor of the *Refrigeration and Drug, Vitamin and Allied Industries*, trade magazines produced by the Willoughby Publications of Atlanta. As an undergraduate at the University of Georgia, he edited the *Red and Black*, campus newspaper.

William S. Bork (Kansas State '48), recent graduate of Kansas State College, has been appointed agricultural agent of Hamilton county at Syracuse. Bork, who served in the armed forces before returning to college, was the first graduate to receive the bachelor of science degree in agricultural journalism, offered only since the war. He has sold articles on agriculture to several magazines as well as some fiction. He is married and has two sons.

THE QUILL for March, 1948

## SDX Wins Award As Outstanding Young Texan

**W**ILLIAM DURHAM (Dallas Professional '46), regional editor of the *Fort Worth Press*, has been given a distinguished service award as one of Texas' five outstanding young men in 1947 by the State Junior Chamber of Commerce for his direction of a soil conservation program.

The honor was presented at a dinner in Fort Worth. Four other young Texans were also recognized for outstanding service. Durham was the only newspaperman in the group.

A native of Belton, Texas, a veteran and a former reporter on the *Temple*, (Tex.), *Telegram*, Durham has been in charge of the state-wide soil conservation program for three years.

Sponsoring the soil saving campaign are 20 business firms, the *Fort Worth Press*, *Houston Press* and *El Paso Herald Post*, the Texas soil conservation districts, and several federal conservation organizations. Awards to farmers and ranchers in the 1948 program will total more than \$10,000. A similar amount was given in 1947.

Ewart L. Merica (Wisconsin '27) has formed a law partnership with Stanley Walsh in San Francisco.



William Durham

Kevin B. Sweeney (Southern California Professional '41) has formed his own firm in Hollywood for the development of advertising media and the production and management of radio talent programs. He was formerly assistant general manager of the Housewives' Protective League division of CBS and has had wide experience in radio program management and promotion.

## Professionals for the Profession

**LAWRENCE MARTIN**  
ASSOCIATE EDITOR

Larry Martin  
Professional

Larry Martin untangles public issues for readers of THE DENVER POST. As associate editor, his assignment is interpreting complex problems such as the U. S. Foreign Policy... the Marshall Plan... Colorado's tax structure.

And he knows how to do it. He's a senior member of THE DENVER POST'S "Brains Department." And through forty years of newspaper work—including 9 years in Washington and 24 years with THE DENVER POST—he has clung to this philosophy:

Write so **everybody** will understand; the simplest writing is the best writing.

# THE DENVER POST

*The Voice of the Rocky Mountain Empire*

EDITOR AND PUBLISHER  
PALMER HOTT

# THE BOOK BEAT

By DICK FITZPATRICK

**T**HE ever-existent need for good reporters is re-emphasized in two recent books on journalism.

Charles C. Clayton (Mo. Professional '40), editorial writer for the St. Louis *Globe-Democrat* and executive councilor of Sigma Delta Chi, has written an excellent text on "Newspaper Reporting Today" (Odyssey Press, New York, \$2.50).

The theme of Clayton's book is a quotation from Dana—"I can get all the editors I want, but good reporters are scarce."

Clayton opens his book with a chapter on "The Reporter as a Specialist." He says "the newspaper reporter of the future must be a specialist" and that "this prophecy is already becoming a reality in progressive newspaper offices."

As a result, the author sees "greater opportunities and increased financial rewards" for the reporter in addition to "added responsibilities and a widened field of service."

Clayton's 422-page book is divided into three parts. The first covers the reporter and his role in journalism and society. The next part discusses the mechanics of news writing. The third part deals with 12 types of specialized reporting, including many excellent examples of each type.

The book is indexed and contains a six-page glossary of newspaper terminology. It also has an introduction by Frank Luther Mott (Iowa Professional '27), dean of the University of Missouri school of journalism.

Clayton's "Newspaper Reporting Today" is valuable for several reasons. It is the newest text book on reporting. Also, it is written by a working newspaperman who teaches in his spare time. Thus, the book is the product of the practitioner and the teacher.

"Newspaper Reporting Today" is a comprehensive, well-written "how to" text.

**I**N the foreword to "Late City Edition" (Henry Holt and Co., N. Y., \$3.50), Joseph G. Herzberg, city editor of the New York *Herald Tribune*, says, "By far the largest section of 'Late City Edition' is devoted to the reporters, because reporting is most vital to a newspaper and represents a paper's essential function. The best reporters make the best newspaper."

Herzberg has brought together in this book 29 chapters on various aspects of the metropolitan daily. Each is written by the *Herald Tribune* staff member best qualified to speak on the subject.

The author says his book is meant for both the student and the general reader. It serves this two-fold function. The student particularly should read it. It will give him the sense of pride that every good newsman has and will give him sound advice from a number of experts.

There is little one can disagree with in "Late City Edition." Much is said that should be said over and over again so that the neophyte and the average newspaper reader will better understand the newspaper's function.

If one chapter should be cited for its excellence, that one is Bert Andrews' report on Washington. Andrews (Washing-

ton Professional), chief of the paper's capital staff, has several things to say to the beginner that are invaluable.

He cautions against the bottle, laziness and swelled-headedness. He points out, "more social drinking, with more intelligent and charming people of both sexes, can be done in Washington than in any other city in the world. But a reporter can't keep up with all the social drinking



Charles C. Clayton

available and with his work, too. A sensible balance, obviously, varies with the individual."

Andrews has an interesting observation on specialization. While he admits any beat requires specialized knowledge, he warns "no reporter can afford to envelop himself in his specialty to the exclusion of general news. He never knows when the ramifications of a story on his beat may take him into outside channels, where a good all-around man can knock the ears off a specialty expert."

In "Late City Edition's" 282 pages, the reader will find chapters on the cub, police reporter, general assignment, girl reporter, city hall reporter, covering politics, the Washington bureau, foreign reporting, science reporter, sports, business news, the critics, fishing editor, suburban correspondent, and the obituary.

The book closes with a chapter entitled, "What Next." The writer sees television as a primary competitor to the movies and stage, not publications. He believes that seeing events, like hearing them described by radio, will increase interest in reading about them. While he points out many of the problems of facsimile, he seems to under-estimate its effect in our lifetime.

"Late City Edition" should be in every student's personal library. It's a book he should be thoroughly acquainted with and which he could lend to anyone who wants an accurate picture of the newspaper. This is one of the best books to appear on the subject.

**N**EWSPAPER reporting is the object of the sharp pen of A. J. Liebling in "The Wayward Pressman" (Doubleday and Co., N. Y., \$2.95).

For 284 pages, the *New Yorker* magazine writer gives the press a thorough going-over. The book is amusing reading, but not to be taken too seriously.

The purport of the book is contained in these words. "Even now I read five or six papers a day and try to figure out from them what's happening, in the way of a fellow would buy five or six tip sheets at the entrance to a race track and try to put them together to get himself a winner. Newspaper readers, like bettors and lovers, are hard to discourage."

A serious, sound and rewarding discussion of the rights and duties of the press is Harvard Philosopher William Ernest Hocking's "Freedom of the Press: A Framework of Principle" (University of Chicago Press, Chicago, \$3.00). The book is another report of the Commission on Freedom of the Press, of which Professor Hocking was a member.

This indexed, 239-page book is an excellent book for anyone interested in the principles of journalism. It traces the historical development of our concept of press freedom. Professor Hocking then discusses the factors involved in the concept and the limitations placed upon it.

"Freedom of the Press" is not easy to read. But the effort and time required to read it will be well spent. A knowledge of the material in this book should be required of every journalism graduate. The old hands, if they can sit still long enough to read it, would profit too. The book could serve as a basis of discussion for many meetings of SDX chapters. It is a library "must."

In 459 pages, Professor John V. Lund (Washington '26) of the University of California's journalism faculty presents a readable and complete picture of "Newspaper Advertising" (Prentice-Hall, Inc., N. Y., \$5.65). The book traces the history of newspaper advertising, then covers all phases of preparation and sale of advertising, the organization of the advertising department and legal and ethical problems.

The story of a great newspaper is continued in "The History of The Times: 1834-1912" (The Macmillan Co., N. Y., \$6.50). This is the third volume in a set on *The London Times*.

During this era, political opposition to the *Times* caused a great financial crisis. This 862-page book shows how important a newspaper can be in a country and how it can influence a nation's policy.



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**WINNERS IN TYPOGRAPHY**—In the left hand picture, John S. Knight, (left), editor and publisher of the Chicago Daily News and recent national honorary president of Sigma Delta Chi, receives first place plaque from Prof. Albert A. Sutton (center), representing Medill chapter as Everett Norlander, managing editor of the Daily News, looks on. In right hand picture two other first place winners in their circulation classes hold their plaques. They are George S. Withers (left) president and managing editor, Rochester (Minn.) Post-Bulletin, and K. B. Way, editor, Watertown (S.D.) Public Opinion.

## Inland

[Concluded from Page 7]

Associated Press since 1923, and served as second vice-president in 1939-40. He was graduated in law from the University of Michigan. He became managing editor of the Pontiac Press in 1901, and published the St. Johns (Mich.) News from 1902-06, before taking over the Adrian Daily Telegram in 1907.

His record of civic service includes six major state appointments in Michigan.

A noted minerologist, Perry was awarded the Lawrence Smith Medal of the National Academy of Sciences in 1945. He is a fellow of the Cranbrook Institute of Science and a member of the Society for Research on Meteorites.

**A**DLER, now 75, was president of the Inland Daily Press Association in 1917-18, and second vice-president of the Associated Press in those years. Born in Chicago, he became an apprentice printer in Iowa when he was 13 and advanced through the newspaper ranks. In 1897 Adler joined the staff of the Ottumwa (Iowa) Courier, published by the late A. W. Lee. He became publisher in Davenport in 1899, and was named president of the Lee Newspaper Syndicate in 1907.

A leader in Davenport civic life for nearly 50 years, Adler founded the city's industrial commission to attract new business enterprises, served as president of the municipal art gallery, hospital board member, YMCA director, and in religious and charitable activities.

THE QUILL for March, 1948

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